

I Claim:

1. An interactive media transmission method comprising the steps of:
 - 5 broadcasting a composite signal comprising a TV-signal component and an associated data signal component which includes information pertaining to entities represented by the TV-signal component,
 - receiving the composite signal in at least one subscriber receiver,
 - 10 decoding the TV-signal component and the associated data signal component in the at least one subscriber receiver,
 - receiving, in a first subscriber receiver of the at least one subscriber receiver, a user generated ordering instruction relating to at least one entity represented by the TV-signal component,
 - 15 generating, based on the ordering instruction, an order message in the first subscriber receiver,
 - transmitting the order message to a central control unit,
 - receiving the order message in the central control unit, and
 - 20 generating in response thereto an order confirmation message,
 - transmitting the order confirmation message to a first communication unit associated with the first subscriber receiver,
 - receiving the order confirmation message in the first communication unit, and presenting therein corresponding order confirmation information to a user,
 - 25 producing, based on the order confirmation information and a user re-confirmation input, a re-confirmation message in the first communication unit, and
 - transmitting the re-confirmation message to the central control unit.
 - 30
2. An interactive media transmission method according to claim 1, wherein the method includes the steps of:
 - receiving the re-confirmation message in the central control unit, and

transmitting an external order message to a server associated with a provider of an entity defined in the order message.

- 5 3. An interactive media transmission method according to claim 2, wherein the method includes the steps of:
 arranging for the delivery of the entity, and
 effecting a transaction corresponding to a price of the entity ordered by the user.
- 10 4. An interactive media transmission method according to claim 1, wherein the entity represents a product occurring in a TV program event represented by the TV-signal component.
5. An interactive media transmission method according to claim 1, wherein the entity represents a service occurring in a TV program event represented by the TV-signal component.
- 15 6. An interactive media transmission method according to claim 1, wherein the generating of the ordering instructions involves receiving a primary authorization code associated with the first user.
7. An interactive media transmission method according to claim 6, wherein the step of verifying the primary authorization code in the first subscriber receiver, and transmitting the order message to the central control unit only if the primary authorization code is correct.
- 20 7. An interactive media transmission method according to claim 6, wherein the step of verifying the primary authorization code in the first subscriber receiver, and transmitting the order message to the central control unit only if the primary authorization code is correct.
- 25 8. An interactive media transmission method according to claim 7, wherein the order message at least includes a customer number associated with the first user, and an identification of the entity.

9. An interactive media transmission method according to claim 6, wherein the user re-confirmation input involves receiving a secondary authorization code associated with the first user, the secondary authorization code being different from
5 the primary authorization code.

10. An interactive media transmission method according to claim 9, wherein the method includes the steps of
verifying the secondary authorization code in the central control unit, and
10 completing a purchase of the entity only if the secondary authorization code is correct.

11. An interactive media transmission method according to claim 7, wherein before transmitting the re-confirmation message, the method involves transmitting a page signal from the
15 central control unit to the first subscriber receiver, the page signal including the order confirmation information.

12. An interactive media transmission method according to claim 11, wherein the method includes the steps of:
receiving the page signal in the first subscriber receiver,
20 receiving the secondary authorization code in the first communication unit, and
transmitting the re-confirmation message by setting up a telephone connection to the central control unit, and forwarding the user specific data to the central control unit via the
25 telephone connection.

13. An interactive media transmission method according to claim 11, wherein the method includes the steps of:
receiving the page signal in the first subscriber receiver,
establishing an Internet connection between the first communication unit and the central control unit,
30 receiving secondary authorization code in the first communication unit.

munication unit, and

transmitting the re-confirmation message to the central control unit via the Internet connection.

14. An interactive media transmission method according to any one of the preceding claims, wherein the first communication unit is included in the first subscriber receiver.

15. A system for interactive media communication comprising a central control unit adapted to broadcast a composite signal comprising a TV-signal component and an associated data signal component which pertains to entities represented by the TV-signal component,

a database containing user-specific authorization data pertaining to each of at least one user of the system,

a primary signal distribution medium adapted to transmit the composite signal from a transmission resource to at least one subscriber receiver which each is associated with at least one user, and

a supplementary signal distribution medium in addition to the primary signal distribution medium, the supplementary signal distribution medium being adapted to

transmit an order message being generated in a first subscriber receiver on basis of a user's ordering instruction relating to at least one entity which is represented by the TV-signal component to the central control unit, and

return an order confirmation message generated by the central control unit in response to the order message, wherein

a communication unit is associated with each user, the communication unit being adapted to

receive the order confirmation message and based thereon present corresponding order confirmation information to the user,

receive a user confirmation input containing the user-specific data for a first user which is associated with the first subscriber receiver,

- 5 produce a re-confirmation message based on the order confirmation message and the user confirmation input, and
 transmit the re-confirmation message to the central control unit.

16. A system according to claim 15, wherein the user specific identification data includes a primary authorization code to be
10 entered by the first user in order to produce a valid order message and a secondary authorization code to be entered by the first user in order to produce a valid re-confirmation message.

17. A system according to claim 15, wherein the user-specific
15 authorization data includes relevant payment information for effecting purchases in respect of each of the at least one user of the system.

18. A system according to claim 15, wherein
 the first subscriber receiver is adapted to verify the
20 correctness of the primary authorization code, and
 the central control unit is adapted to verify the correctness of the secondary authorization code.

19. A system according to claim 15, wherein first communication unit being adapted to exchange signals over a wireless
25 interface.

20. A system according to claim 15, wherein the first subscriber receiver comprises the first communication unit.

21. A system according to claim 15, wherein the first communi-

cation unit is a telephone terminal.

22. A system according to claim 15, wherein the first communication unit is a computer terminal with an interface towards the Internet.

- 5 23. A system according to claim 15, wherein
the first subscriber receiver is associated with a positioning equipment for determining the geographical position of the first subscriber receiver, and
the first subscriber receiver is adapted to present a content
10 decoded from the associated data signal component on basis of a position signal from the positioning equipment such that the presented content has a relatively high degree of relevance to a user associated being with the first subscriber receiver.